Marketing Activities and Partnership Opportunities 2005

A directory of Newfoundland and Labrador
Tourism Marketing Initiatives and how you can participate.

NEWFOUNDLAND & LABRADOR
Tourism Marketing Council

A Message from the Minister

I am pleased to share the details of the province's 2005 Tourism Marketing Plan. Our government is committed to the tourism industry and we believe that a consistent and sustained effort to market Newfoundland and Labrador will benefit the economy of the province.

The establishment of the Newfoundland and Labrador Tourism Marketing Council marks a new era of partnership and cooperation for the province's tourism industry. By working closely together, government and industry can effectively deal with both the challenges and opportunities of the future.

I look forward to the year ahead and extend my thanks to the Newfoundland and Labrador Tourism Marketing Council for providing their leadership and enthusiasm in assisting the department with the development of this plan.

Sincerely,

Paul Shelley
Minister of Tourism, Culture and Recreation

A Message from the Chair

Since its inception the Council has undertaken a detailed strategic planning process that has consisted of extensive information gathering. Through this process, the Council developed its first strategic marketing plan. The purpose of this plan is to communicate a vision for tourism marketing and to identify the key strategic priorities for the future. These strategic priorities provide the basis for the development of the 2005 marketing plan.

On behalf of the NLTMC, I thank our industry colleagues for their efforts and I invite you to take a closer look at the marketing plan and to work with us to promote Newfoundland and Labrador. We welcome your input, your partnership and the opportunity to grow our industry.

Sincerely,

Judy Sparkes-Giannou
Chair
Newfoundland and Labrador Tourism Marketing Council

NEWFOUNDLAND & LABRADOR
Tourism Marketing Council

Newfoundland and Labrador Tourism Marketing Council
P.O. Box 8700, St. John's, NL, Canada A1B 4J6
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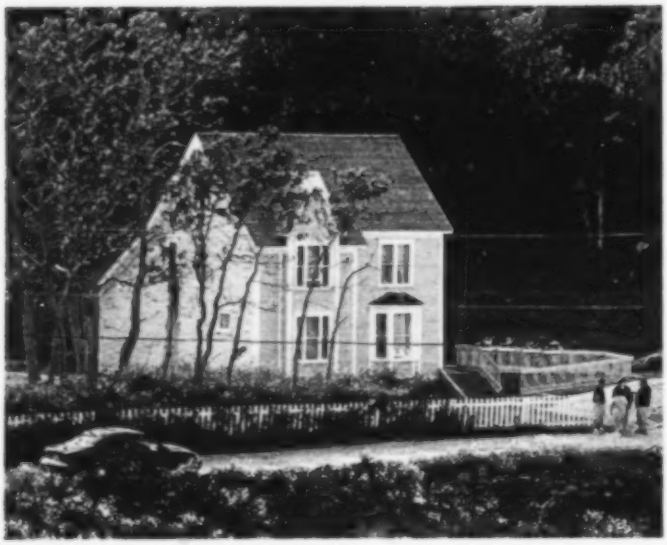
This symbol indicates a partnership opportunity

Partnership Programs Guidelines

- Costs are in Canadian Dollars unless indicated otherwise
- Programs and costs are subject to change
- Prices do not include applicable taxes
- Costs for production of adverting material are not included
- All programs are subject to change or cancellation. Programs details are confirmed as of press time.
- Participation criteria exist for some programs.



All Canadian Markets

Magazine Campaign

Newfoundland and Labrador Tourism advertisements in publications such as Canadian Geographic, Harrowsmith, National Geographic, Food and Drink, Good Times, ON Nature, Beaver, Horizon, Homemarkers, Canadian Gardening, Canadian Tourism Vacation Guide (January to May)

Homemakers Magazine

Homemakers Magazine is a publication that provides readers with expert advise and solutions to improve and enrich their lives and delivers stories and information on food, health, travel, fashion, home decorating, gardening and nutrition. This year, the department created an impact section, including editorial, advertising and a contest. The 6-page section included an opportunity for partners to provide a prize for a contest and advertise their product. Partners for this initiative were considered based on the relevance of their product to the editorial content of the section.

Ontario Market

Television Campaign

30-second general awareness TV ads (January to April)

Newspaper Campaign

Newfoundland and Labrador Tourism advertisements in the Toronto Star, Globe & Mail (March to May)

Consumer Travel Show Opportunity

The Toronto Outdoor Adventure Show

Toronto, ON - February 25-27, 2005, **www.nationalevent.com**

Canada's premiere outdoor adventure travel show with over 31,000 attendees in 2004. Canada's largest consumer show dedicated to outdoor adventure.

Who should attend: Receptive adventure operators, accommodations, major attractions and events, transportation and Destination Marketing Organizations (DMOs).

Cost: Booth Space $1,345.00 (10' x 10'), Seminar Registration $100.00

For information contact Sandy Hickman 709-729-5260 shickman@gov.nl.ca

The Trailhead Show

Ottawa, ON - March 11-13, 2005, **www.trailhead.ca**

Consumer show in one of Newfoundland & Labrador target markets. Newfoundland and Labrador Tourism primarily addresses the adventure tourism market through a cooperative arrangement with the Adventure Tourism Association of Newfoundland & Labrador. See page 11 for details.

Who should attend: Receptive adventure operators, accommodations, major attractions, transportation and DMOs.

Cost: $700.00 per booth

For information contact Sandy Hickman 709-729-5260 shickman@gov.nl.ca

Toronto Travel and Leisure Show

Toronto, ON - April 21-24, 2005, **www.travelandleisureshow.com**

Key Ontario consumer show including a trade evening and a 3-day consumer show.

Who should attend: Receptive operators, accommodations, attractions and events, transportation and DMOs.

Cost: Booth Space $1,450.00 (10' x 10'), Furnishings $200.00

For information contact Sandy Hickman 709-729-5260 shickman@gov.nl.ca

Travel Trade Opportunity

Ontario Motorcoach Association Annual Conference and Marketplace (OMCA)

Toronto, ON – October 23-26, 2005, **www.omca.com**

Meet with tour operators from Canada and the US, primarily from Ontario in one-to-one pre-scheduled appointments.

Who should attend: Receptive operators, accommodations, attractions and events, transportation and DMOs.

Cost: Initiation Fee $160.00, Annual Dues, DMOs $360.00, Hotels, Tour Services, Attractions, Food Service Retail $315.00 Registration Fee $795.00 (Based on 2004 Rates).

For information contact Cathy Anderson 709-729-5633 canderson@gov.nl.ca

A sample of titles in the magazine campaign

Maritime Market

Consumer Awareness Campaign

As one of the province's primary markets, Newfoundland and Labrador Tourism conducts a fully integrated consumer awareness marketing program in the Maritimes.

Consumer Travel Show Opportunity

Atlantic Outdoor Sports and R.V. Show

Halifax, NS - March 17-20, 2005, **www.sportsandrvshow.com**

Consumer show in one of Newfoundland & Labrador target markets. Newfoundland and Labrador Tourism primarily addresses the adventure tourism market through a cooperative arrangement with the Adventure Tourism Association of Newfoundland & Labrador. See page 11 for details.

Cost: $700.00 per booth

For information contact Sandy Hickman 709-729-5260 shickman@gov.nl.ca

Ontario newspaper campaign

Western Canada Market

Television Campaign

30-second general awareness TV ads (February to March)

Quebec Market

Newfoundland and Labrador Tourism is testing the Quebec market for its potential and will attend the following trade show:

Travel Trade Opportunity

Bienvenue Quebec

Charlevoix, Quebec, QC, **www.apaq.qc.ca**

Meet with US and Canadian tour operators meeting in one-to-one prescheduled appointments.

Who should attend: Receptive operators, accommodations, attractions, events, transportation and DMOs

Costs: Membership: Suppliers $368.00, Associates $400.00; Tradeshow Registration – to be confirmed. Marketplace Registration – to be confirmed. Advance registration for members only February - March 11, 2005

For information contact Charlotte Jewczyk 709-729-0992 cjewczyk@gov.nl.ca

United States Market

Magazine Campaign

Newfoundland and Labrador Tourism advertisements in publications such as Audubon, Natural History, Smithsonian, National Parks, Saltscapes Travel Guide to Canada's East Coast, Harper's (February to June)

Direct Marketing Campaign

Targeted to New England consumers, touring-explorer oriented utilizing various databases (May 2005)

Travel Trade Opportunities

Adventure Expo in Travel

New York, NY – Jan. 14-16, 2005, **www.adventureexpo.com**

A new show in the largest market in North America with over 50,000 attending last year. Consumer show with trade component. Newfoundland and Labrador Tourism primarily addresses the adventure tourism market through a cooperative arrangement with the Adventure Tourism Association of Newfoundland & Labrador. See page 11 for details.

Cost: $3500.00 US per booth

For information contact Sandy Hickman 709-729-5260

shickman@gov.nl.ca

Educational Travel Conference & Trade Show

Washington, DC - February 1-5, 2005, **www.travelearning.com**

Meet with travel planners from alumni associations, continuing education departments, zoos and nature centres, conservation groups, museums, cultural institutions, and other organizations interested in enrichment travel and learning vacations.

Who should attend: Receptive Operators & DMOs

Cost: Registration Fee $1,195.00 US

For information contact Charlotte Jewczyk 709-729-0992

cjewczyk@gov.nl.ca

American Bus Association Marketplace

Chicago, IL - February 4-9, 2005, **www.buses.org**

Meet with US and Canadian Operators in one-to-one pre-scheduled appointments. Association membership required in advance of marketplace registration.

Who should attend: Receptive operators, accommodations, attractions and events, transportation, and DMOs

Cost: Membership $475.00 US per year; Delegate Fee $1045.00 US

For information contact Cathy Anderson 709-729-5633 canderson@gov.nl.ca

AAA Southern New England Travel Marketplace 2005

Foxborough, MA - March 4-6, 2005

Southern New England AAA members show. Three-day consumer show.

Who should attend: Receptive operators, major accommodation operators, major attraction and events, regional tourism associations, and DMOs

Cost: Booth Space $1,300.00 US (8' x 10'); Furnishing extra

For information contact Sandy Hickman 709-729-5260 shickman@gov.nl.ca

Seatrade Cruise Shipping Convention

Miami Beach, FL - March 14-17, 2005, **www.cruiseshipping.net**

The Cruise Association of Newfoundland and Labrador (CANAL) is the lead organization for this tradeshow and conference which Newfoundland and Labrador Tourism supports.

Who should attend: Receptive operators, port authorities and DMOs

Cost: Non-exhibiting delegate: $995.00 US, Early bird $895.00 US, Exhibitor $650.00 US, Booth $3,350.00 US (10' x 10')

For information contact Cathy Anderson 709-729-5633 canderson@gov.nl.ca

CrossSphere – The Global Association for Packaged Travel Marketplace

(Formerly The National Tour Association)

Detroit, MI - November 4-8, 2005, **www.crosssphere.com**

Meet with US and Canadian tour operators in one-to-one pre-scheduled appointments. Association membership required in advance of marketplace registration.

Who should attend: Receptive operators, accommodations, attractions, events, transportation and DMOs

Cost: Membership, one time initiation fee - $350.00 US; Annual dues - $590.00 US; delegate fee: $1,050.00 US (Based on 2004 rates)

For information contact Cathy Anderson 709-729-5633 canderson@gov.nl.ca

USTOA 2005

United States Tour Operator Association

Solmelia, Cancun, Mexico - December 4-6, 2005, **www.ustoa.com**

US and Canadian Tour Operators meetings in one-to-one pre-scheduled appointments. USTOA is a US-based organization of wholesale tour operators as well as Associate and Allied members. Association membership required in advance of marketplace registration.

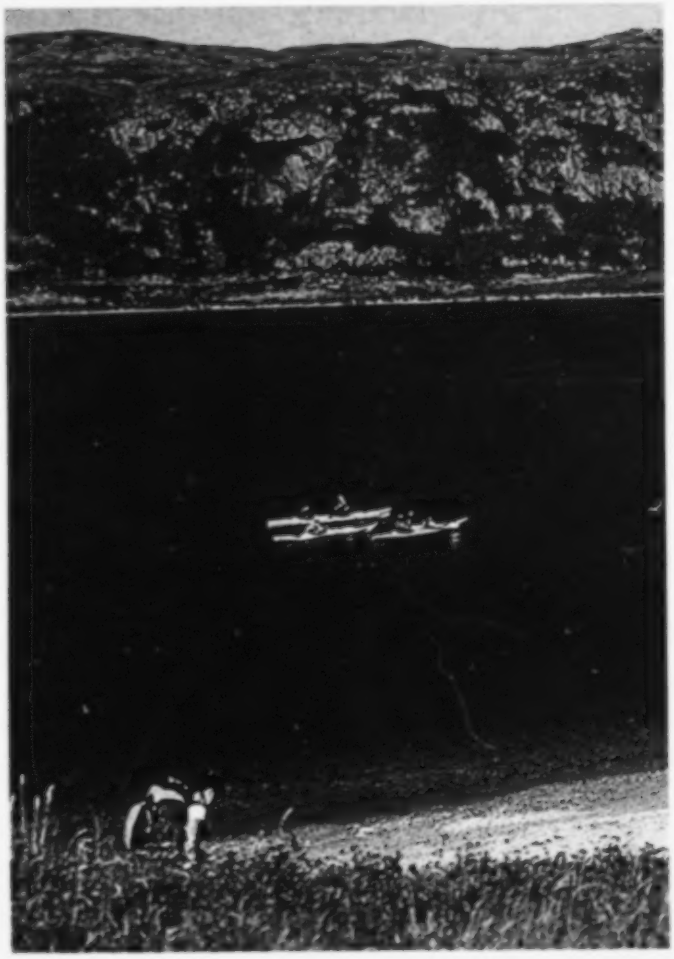
Who should attend: Receptive operators, accommodations, attractions, events, transportation, and DMOs

Cost: Membership $750.00 US per year; Registration Fee $650.00 US (plus membership fee) (Based upon 2004 rates)

For information contact Charlotte Jewczyk 709-729-0992 cjewczyk@gov.nl.ca

Magazine print campaign

A sample of titles in the US magazine campaign done in partnership with ACTP



Overseas Market

Travel Trade Opportunities

CMT

Stuttgart, Germany - January 15-23, 2005, **www.messe-stuttgart.de/cmt/2004/englisch**
Participation with Atlantic Canada Tourism Partnership (ACTP). Major consumer show based in one of Germany's most affluent regions. Sponsored by the Canadian Tourism Commission (CTC).
Who should attend: Receptive operators, accommodations, major attractions, activities and events, transportation and DMOs
Cost: Registration Fee $2,000.00; includes registration, booth and directory listing. Additional delegate registration fee $50.00

Spotlight Canada

London, England - March 7-9, 2005, **www.spotlightcanadauk.com**
One-on-one pre-scheduled appointments between UK tour operators/media and Canadian suppliers. Participation in partnership with ACTP and sponsored by the CTC.
Who should attend: Receptive operators, accommodations, major attractions, activities, events, transportation, and DMOs
Cost: Registration booth fee $2,550.00, includes registration, booth, directory listing, trade reception, CTC UK market. overview, and networking functions.

ITB Berlin

Berlin, Germany - March 11-15, 2005, **www.itb-berlin.com**
World's largest international tourism travel trade show for tour operators, travel agents and media. Participation in partnership with ACTP and sponsored by the CTC.
Who should attend: Receptive operators, accommodations, major attractions, activities and events, transportation and DMOs
Cost: Single-sided workstation $3,565.00, double-sided workstation $5,135.00, single-side booth $7,075.00, double-sided booth $9,980.00. Includes booth, directory listing, CTC briefing on the German market and networking functions.

Rendez-Vous Canada (RVC)

Saskatoon, SK - May 7-11, 2005, **www.rendezvouscanada.ca**
Tour operators and media from Canada, United States and overseas meet in one-to-one pre-scheduled appointments. International travel trade marketplace based in Canada and annually rotates around the country.
Who should attend: Receptive operators, resort operators, accommodations, attractions and events, and DMOs
Cost: Registration fee $835.00 ($735.00 Tourism Industry Association of Canada member), booth fee $995.00 shared, $1,925.00 full. DMO table fee $850.00, DMO delegate fee $835.00. Includes 8' x 10' booth, pipe and drape, marketplace appointments, networking functions, security, booth storage, some meals, and travel between hotel and RVC Venue.

For information on the overseas market contact Kathleen Crotty
709-729-6150 kcrotty@gov.nl.ca

Visiting Friends & Relatives Market

Come Home Year Support Program

An application-based program available to any committee organizing a reunion/come home year that is intended to attract visitation from outside the province. Support includes mail-out service (out-of-province only) and advisory service.

For information contact Sandy Hickman 709-729-5260
shickman@gov.nl.ca

Season Extension Program

Direct Mail

Things to do at Home

The Things to do at Home Program focuses on seasonal travel opportunities. Industry partners can promote value packages and offerings of their product. Value offers are promoted online and in direct mail brochures. Brochures are distributed to every household in the province and placed in the provincial Visitor Information Centres. Other distribution channels may be added. Participant criteria apply.

Spring, Summer & Fall Brochure:

Deadlines & Costs: To be confirmed (2004 rate $500.00).

Distribution: May & September

Winter Brochure:

Deadlines & Costs: To be confirmed (2004/2005 rate $500.00).

Distribution: January

For information, contact Brett Thornhill 709-729-2806 brettthornhill@gov.nl.ca
or Shelley Magnusson 709-729-5251 shelleymagnusson@gov.nl.ca

Spring, Summer & Fall Brochure

Winter Brochure

Ski Awareness Campaign

The ski campaign is a co-op program with Marble Mountain Corporation that utilizes television, newspaper, radio, email, cinema advertising and special promotions to reach Maritimers, Newfoundlanders and Labradorians.

Television

30-second TV ads (December to March)

Newspaper

Maritimes: Halifax Herald, Daily News.
In-province: The Coast, The Telegram (December - March)

Radio

St. John's (Season Pass Promotion)

For information contact Brett Thornhill 709-729-2806
brettthornhill@gov.nl.ca

Marble Mountain skiing newspaper campaign

Consumer Show

Toronto International Snowmobilers Show

Toronto, ON - October 2005 (To be confirmed), **www.torontosnowmobileshow.com**
This show attracts tens of thousands of snowmobile enthusiasts from all over Ontario, Quebec, the Maritimes, New York, Michigan, Ohio, etc.

Who should attend: Receptive tour operators, outfitters, accommodations, DMOs, snowmobile related services and providers.

Cost: Booth Space $1,000.00 (10' x 10')

For information contact Sandy Hickman 709-729-5260
shickman@gov.nl.ca

Meetings, Conventions & Incentive Travel Market

Advertising

Conventions Meeting Canada

Published annually by Meetings and Incentive Travel, Conventions Meeting Canada is the official guide to meeting places and services in Canada. It is distributed to more than 10,400 meeting planners in Canada, primarily corporations, associations and governments. Newfoundland and Labrador Tourism prepares the introductory page and the editorial content for the Newfoundland and Labrador section. Consultation on listings is available. Advertising partnerships are welcomed.

Trade Shows and Marketplaces

Tête a Tête

Ottawa, ON – February 2005

Ottawa Chapter of the Canadian Society of Association Executives (CSAE) Chapter Showcase.

Who should attend: Convention Visitors Bureaus (CVB), DMOs, Destination Marketing Companies (DMCs), and hotels

Cost: Cost shared among participants; Booth Approximately $450.00. Tabletop displays

Canadian Tourism Commission Incentive Travel Showcases

Boston – Dates to be confirmed

New York – Dates to be confirmed

CTC sponsored and hosted Showcases and Sales Missions in selected US cities. Clients by invitation only and pre-qualified.

Who should attend: DMOs, DMCs, and hotels

Cost: Each Showcase $1,500.00 approximately; Each participant: $1,000.00, includes table top booth, receptions and sales calls.

Trailblazers Incentive Marketplace

Copenhagen, Denmark – July 29 – August 1, 2005, **www.trailblazers-info.com**

Five-country partnership in a 3-day marketplace with approximately 80 qualified buyers. Buyer-seller ratio 1:1. Organized through CTC Chicago

Who should attend: DMOs, DMCs, and hotels (by application only)

Cost: Marketplace $5,000.00 US; Additional delegate $1,000.00 US

incentiveWorks

(Formerly the Canadian Meeting and Incentive Travel Trade Show and Symposium (CMITS))

Toronto, ON – August 23 – 25, 2005, **www.mtgevents.com**

Premier corporate meeting and incentive travel symposium and trade show. National corporate and incentive market.

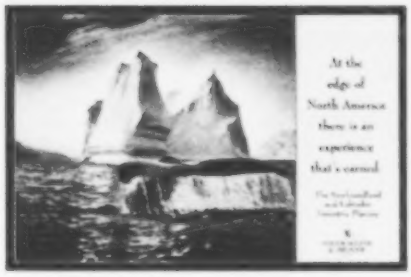
Who should attend: CVBs, DMOs, DMCs, and hotels

Cost: Symposium registration $500.00; Booth Cost shared among participants, each booth approximately $1,500.00

Canadian Society of Association Executives (CSAE) Conference and Trade Show

Prince Edward Island – September 29 – October 1, 2005, www.csae.com
Premier Association market trade show and conference.
Who should attend: CVBs, DMOs, DMCs, and hotels
Cost: Conference registration $600.00; Booth Cost shared among participants approximately $1,500.00

For information on the meetings, conventions and incentive travel market contact Brenda Walsh 709-729-2777 bbwalsh@gov.nl.ca



Incentive Brochure

Outdoor Adventure Market

Guide to Adventures Marketing Partnership Program

A partnership program between Newfoundland and Labrador Tourism and the Adventure Tourism Association of Newfoundland and Labrador (ATANL). Certain criteria for participation exists. The program consists of:

- www.guidetoadventures.com website
- Advertising of guidetoadventures.com in the Newfoundland and Labrador Travel Guide
- Feature "Guide to Adventures" story in Newfoundland and Labrador Tourism e-newsletter.
- New Outdoor Adventure brochure, featuring guidetoadventures.com
- Canadian Geographic Advertising Campaign featuring guidetoadventures.com
- Mystery Audit Program
- Participation in trade and consumer shows as listed in the Touring and Explorer Market.

For information on the "Guide to Adventures" marketing partnership contact Mary Smyth, Adventure Tourism Coordinator, Hospitality Newfoundland and Labrador 709-722-2000 msmyth@hnl.ca, www.hnl.ca

For information on the outdoor adventure market contact Sandy Hickman, Newfoundland and Labrador Tourism 709-729-5260 shickman@gov.nl.ca

For advertising information contact Brett Thornhill, Newfoundland and Labrador Tourism 709-729-2806 brettthornhill@gov.nl.ca

Outdoor Adventure Brochure

Hunting & Fishing Market

Newfoundland and Labrador Tourism partners with the Newfoundland and Labrador Outfitters Association (NLOA) to develop a fully integrated marketing program for the Hunting and Fishing market.

Magazine Campaign

Newfoundland and Labrador Tourism advertises in:

United States: American Hunter, Outdoor Life, Bowhunter Magazine, Peterson's Hunting, North American Hunter, Gray's Sporting Journal. (February - July)

Canada: Ontario Out of Doors, Atlantic Salmon Journal (December - April)

Internet Campaign

Newfoundland and Labrador Tourism purchases internet banner advertising on Hunting and Fishing related websites. (February - April)

Direct Mail Campaign

Targeted to a qualified hunt & fish database (January)

Advertising Opportunity

Magazine Advertising Co-op

American Hunter is the official journal of the National Rifle Association (NRA) and is distributed to more than 1.5 million NRA members monthly. This publication provides Newfoundland and Labrador outfitters the opportunity to reach Newfoundland and Labrador's key big game hunting market.

Distribution Date: February 2005

For information contact Brett Thornhill 709-729-2806

brettthornhill@gov.nl.ca

Consumer Shows

Safari Club International Convention

Reno, NV - January 26-29, 2005, **www.show.sci.com**

The premier hunting show in the United States for big game hunting enthusiasts and travel agents.

Who should attend: Hunting outfitter and DMOs

Cost: Booth Space $1,850.00 US (10' x 10'); Annual Membership $55.00 US; Minimum $400.00 US cash donation required

The Fly Fishing Show

Marlborough, MA - January 21-23, 2005, **www.flyfishingshow.com**

Fly-fishing enthusiasts, journalists and travel agents in the Mid-Atlantic region of the United States.

Who should attend: Fishing outfitters and DMOs

Cost: Corner Booth Space $800.00 US (10' x 10'); Corner Booth Extra $95.00 US

The Fly Fishing Show

Somerset, NJ - January 28-30, 2005, **www.flyfishingshow.com**
Fishing enthusiasts, journalists and travel agents in the Tri-State area. The world's largest fly fishing show.
Who should attend: Fishing outfitters and DMOs
Cost: Booth Space $995.00 US (10' x 10'); Corner Booth $115.00 extra

Eastern Fishing and Outdoor Exposition

Worcester, MA - February 10-13, 2005, **www.sportshows.com**
Hunting and fishing enthusiasts, travel agents in the New England metro Boston area. New England Outdoor Writers Association holds its annual general meeting at the same time.
Who should attend: Hunting and fishing outfitters and DMOs
Cost: Booth Space $800.00 US (10' x 10')

National Rifle Association Convention

Houston, TX - April 15-17, 2005, **www.nra.org**
Hunting enthusiasts and travel agents in the West and Mid-West United States area.
Who should attend: Hunting outfitters and DMOs
Cost: Booth Space $700.00 US (10' x 10'); Corner Booth $125.00 US

Hunters Extravaganza

Fort Worth, TX - August 19-21, 2005, **www.ttha.com**
Trophy hunting enthusiasts and outfitter agents in the Texas area. The largest hunting show in the South.
Who should attend: Hunting outfitters and DMOs
Cost: Booth Space $700.00 US (10' x 10'); Corner Booth $100.00 US extra

For information on the hunting and fishing market contact Ed Best 709-729-0096 edbest@gov.nl.ca

Tourism Information Database

At anytime, update your business information and rates on the Tourism Data Management System (TDMS). Information will be used by Call Centre Travel Counsellors and on the tounsm information line and the tounsm website – free of charge.
For information contact Jim Barrett 709-729-2985 jimbarrett@gov.nl.ca

2005-06 Guide to Hunting & Fishing Outfitters

2005 Hunting and Fishing ad campaign

Hunting & Fishing internet ad campaign

Travel Media Program

Editorial

Help us keep the media informed of what's new in Newfoundland and Labrador. Send us information about new travel products, events, personalities, folklore, regional descriptions for unique travel story opportunities. The information you send us is used to pitch unique story ideas to media and to initiate and plan media tours to Newfoundland and Labrador for qualified journalists. You can also submit articles on new tourism products and attractions for CTC and various media association newsletters.

Media Tours

Co-host travel media at your business as they tour Newfoundland and Labrador to experience our tourism products first-hand. You can participate by sharing costs or in-kind contributions with Newfoundland and Labrador Tourism for these tours.

Sales Activities

Media receptions, promotions and sales calls in our key geographic markets are crucial elements in our travel media program. Many of these activities are done in partnership with CTC and ACTP.

Media Marketplaces

Travel Media Association of Canada Annual General Meeting and Marketplace

Hamilton, ON - February 19-21, 2005, **www.travelmedia.ca**

Meet with accredited Canadian travel media one-to-one in pre-scheduled appointments.

Who should attend: Major attractions, events and DMOs

Cost: Membership $160.00; Initiation fee $50.00; Registration Fee $500.00 includes marketplace appointments, networking functions, professional development, and some meals.

Canadian Tourism Commission GoMedia Canada Marketplace

Saskatoon, Saskatchewan – May 10 – 12, 2005, **www.media.gomediacanada.com**

Meetings with accredited Canadian travel media one-to-one in pre-scheduled appointments.

Who should attend: Major attractions, events and DMOs

Cost: $2,495.00. Includes marketplace appointments, networking functions, professional development and some meals.

Annual Canadian Tourism Commission Canada Media Marketplace

New York, NY - April 18-20, 2005, **www.canadamediamarket.org**

Meetings with primarily American travel media one-to-one in pre-scheduled appointments.

Who should attend: Major attractions, events and DMOs.

Cost: Registration $2,500.00 - $3,000.00 US, depending upon number of representatives. Includes marketplace appointments, networking functions, professional development, and some meals.

Society of American Travel Writers Annual General Meeting and Media Marketplace

Las Vegas, Nevada – September 18-23, 2005, **www.satw.org**

Meetings with primarily American travel media in one-to-one appointments and networking sessions. Membership required to attend.

Who should attend: Major attractions, events and DMOs.

Cost: Application Fees $450.00 US; Membership Dues $250.00 US; Membership Directory $150.00 US; Registration approximately $1,400 US. Includes flight, accommodation, marketplace meeting, networking functions, professional development, and some meals.

For information on the Travel Media Program contact Gillian Marx 709-729-2832 gmarx@gov.nl.ca

Travel Trade Program

Trade Shows and Marketplaces

Detailed descriptions of shows and marketplaces can be found in the Touring and Explorer market section.

Joint Marketing Agreements (JMAs)

National and international tour companies are invited to submit proposals to the Manager of Market Development & Travel Trade to participate in joint marketing agreements with Newfoundland and Labrador Tourism. Marketing proposals are reviewed on an individual company basis and may be submitted at any time.

Trade Support

Sales missions to both new and key accounts are ongoing. Training sessions for pre-qualified top selling agencies and reservation staff of key tour operators in targeted markets are carried out annually. Commissionable export-ready suppliers and Regional Tourism Associations may participate. A variety of promotional materials including lap maps, tour shells, postcards, posters, mini-lures, videos, tent cards and profile sheets are available to travel trade to ensure messaging and competitive edge within the marketplace, keeping Newfoundland and Labrador as a top of mind destination within the travel trade network.

Travel Trade Planner

Provincial trade partners are encouraged to provide information on new and enhanced products that can support the development of creative itineraries. Industry partners are invited to submit listings of new products and itinerary suggestions to assist the development of the Newfoundland and Labrador Travel Trade Planner and other marketing support initiatives.

Educational Trips/Familiarization Tours

The Travel Trade Team

The Travel Trade team welcomes and encourages provincial partnership support in the provision and planning of educational trade and familiarization tours (FAM) tours for qualified travel trade professionals.

"...a place of so much beauty ...wild coastline, picturesque streets, warm embrace of cultural life...home to some of the friendliest, most genuine people you'll find anywhere."

Artsforum

"With its cleaving fjords girdled by 2,000 foot high cliffs, processions of icebergs 10-stories tall, and a cavalcade of breaching whales...Newfoundland [and Labrador] has a raw magnificence rivalling Alaska."

Endless Vacations

"In Newfoundland [and Labrador], land and memory, language and survival are intertwined as in few other places...it's a trip into the past and the future."

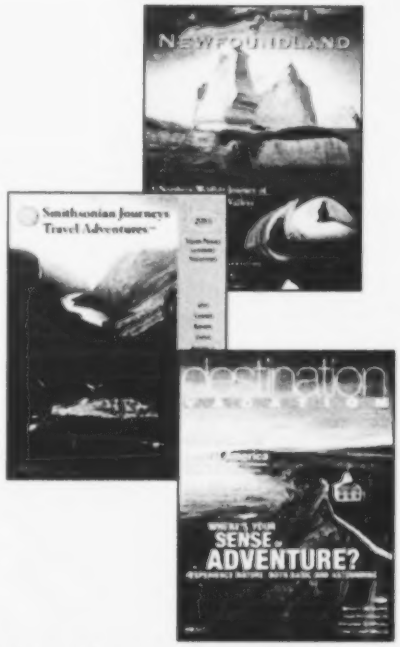
Outpost

"Icebergs and whales made for a textbook Newfoundland summer day."

Los Angeles Times

"Two humpbacks breeched in unison, gannets dive-bombed into water behind them and a bald eagle cruised by – all to the back drop of icebergs."

Los Angeles Times



A number of travel trade publications have featured Newfoundland and Labrador

Travel Trade Staff Familiarization Tour

Each year the travel trade marketing team tours a part of Newfoundland and Labrador with the mandate to expand their product knowledge and provide an opportunity to meet tourism suppliers at their place of business. This introduces further partnerships, product delivery and networking opportunities.

Advertising Co-ops

Group Tour Magazine

Distributed to 15,000 group travel professional from the US and Canada. The distribution covers tour operator members of ABA, CrossSpheres, OMCA, QBOA, USTOA, and independent tour operators.

Cost: Pending, approximately $2,100.00 US

Deadline: September 2005.

Canada Scope Trade Magazine

Newfoundland and Labrador Tourism negotiates a feature profile on the province and encourages tourism operators, receptives, DMOs and specialty products to cooperatively advertise and submit editorial copy. Distribution 8,000 national and international tour, receptive operators, travel planners and travel influencers including CTC and international posts.

Cost: $850.00 - $4,500.00 (to be confirmed).

Deadline: September 2005.

Atlantic Canada Tour Planner 2006

The Atlantic Canada Group Tour Planner combines group tour information for all of Atlantic Canada into one easy to use book volume. Distribution includes members of CrossSpheres, OMCA, QBOA, ABA, Motorcoach Canada and GLAMER as well as international tour operators and travel agents. Distribution: 8,000 copies.

Cost: Advertising rates $159.00 - $5,381.00 (Based on 2005 Edition Rates)

Deadline: August 31, 2005.

The Atlantic Coast Alliance Tour Planner 2006

Atlantic Coast Alliance, managed by Aquila Tours, brings together motorcoach suppliers from the Atlantic provinces for the purpose of selling Atlantic Canada as a destination. Over 140 tourism operators in Atlantic Canada rely on the Atlantic Coast Alliance to assist with their sales and marketing efforts.

Cost: Membership/Advertising Rates from $450.00 - $1,075.00
(Based on 2004 Edition Rates)

Deadline: April 15, 2005.

Team Canada

Membership

www.teamcanadatourism.com

Team Canada is a member-driven organization that promotes its members to tour operators who are members of CrossSpheres and ABA in order to maximize product awareness and provide opportunity for increased economic benefit. Members must either be members of CrossSpheres, ABA or have attended RVC, Bienvenue Quebec or OMCA within the last 2 years.

Cost: Annual Membership from $350.00 for Suppliers and DMOs with less than 250,000 population to $550.00 for DMOs with more than 1,000,000 population.

Advertising

Team Canada offers its membership advertising opportunities. To view, visit www.teamcanada.com. Membership is required to access.

For Travel Trade information contact:

Touring & Cruise Markets	*Cathy Anderson 709-729-5633* *canderson@gov.nl.ca*
Overseas Markets	*Kathleen Crotty 709-729-6150* *kcrotty@gov.nl.ca*
Outdoor & Leisure Markets	*Sandy Hickman 709-729-5260* *shickman@gov.nl.ca*
Meetings, Conventions & Incentive Travel Markets	*Brenda Walsh 709-729-2777* *bbwalsh@gov.nl.ca*
Manager, Market Development & Travel Trade	*Charlotte Jewczyk 709-729-0992* *cjewczyk@gov.nl.ca*

Travel Guide 2006

A 200-page travel guide to Newfoundland and Labrador including Attractions, Adventures, Accommodations, Tours, Excursions, Shops, Studios, Galleries, Festivals and Events. The Travel Guide is distributed to all inquiries for travel information in Canada, United States, and English-speaking Europe. The print run is 200,000 copies.

Distribution Date: January 2006

Deadlines:

Free Listing Information	May 31, 2005
Advertising Booking	August 22, 2005
Material & Payment	August 29, 2005

Cost/Size Specifications:

Full Page	$ 9,750.00
1/2 Page	$ 5,460.00
1/3 Page	$ 3,315.00
1/6 Page (Full colour)	$1,657.50
(B&W + one colour)	$1,160.25
(Black & White)	$ 828.75
1/12 Page (B&W, copy only)	$ 780.00

For advertising information contact Brett Thornhill 709-729-2806
brettthornhill@gov.nl.ca
For listing information contact Jim Barrett 709-729-2985
jimbarrett@gov.nl.ca

2005 Travel Guide cover and interior spreads

E-Marketing

E-Marketing Campaign

Media banners

Newfoundland and Labrador Tourism purchases internet banner ads on various travel, magazine and special TV channel websites (February to March)

E-newsletter

Promote your business via the Newfoundland and Labrador Tourism e-newsletter. We have a growing global database (40,000 +) with strong readership who are actively seeking travel news and information on events and attractions within our province. The e-newsletter provides editorial, suggested touring routes, event information and links to the tourism website. Partners can purchase a sponsorship ad with a link back to their website. This is a limited opportunity with only one ad space per newsletter. Submissions do not automatically guarantee placement in a newsletter. The number of e-newsletters will to be confirmed. Partners for this initiative will be considered based on the relevance of their product to the editorial content/ theme of each newsletter.

Cost: To be confirmed

For information contact Brett Thornhill 709-729-2806
brettthornhill@gov.nl.ca

Picture Newfoundland & Labrador

Newfoundland and Labrador Tourism has an image database containing thousands of professional-quality images, video and film footage. This material is available to tourism related enterprises for the development of advertising and marketing materials that promote Newfoundland and Labrador as a travel destination. Permission from the department is required for the use of this material, and partners must follow the department's image usage policy. Scanning and courier costs may apply.

For information contact Brett Thornhill 709-729-2806
brettthornhill@gov.nl.ca

Tourism Information

Tourism Information Database

At anytime, update your business information and rates on the Tourism Data Management System (TDMS). Information will be used by Call Centre Travel Councellors and on the tourism website – free of charge. (Please note: to have your information included in the Travel Guide, there is a May 31, 2005 deadline.)

For information contact Jim Barrett 709-729-2985 jimbarrett@gov.nl.ca

Call Centre Travel Counsellors Training

Educate Call Centre Travel Counsellors on your product or region by giving presentations and keeping them informed on events, new attractions or adventures – free to tourism operators and/or in-kind contribution of products or services.

For information contact Jim Barrett 709-729-2985 jimbarrett@gov.nl.ca

Website Link Program

List your business on the Tourism Data Management System and it will automatically be included on the Newfoundland and Labrador Tourism Web Site. We will also provide a hotlink to your website (limited to one hotlink per listing). Place our link on your website and provide a reciprocal link back to our website. Operator links may be removed without notice at any time. All information must be kept current. Other conditions may apply.

For information contact Rick Siu 709-729-7389 ricksiu@gov.nl.ca

Visitor Information Centres Literature Distribution

Distribution of tourism literature to provincial and regional Visitor Information Centres. Annually, our provincial Travel Counsellors speak with approximately 135,000 people.

Materials Deadline: April 30, 2005 & May 30, 2005

For information contact Nick Dawe 709-729-5228 ndawe@gov.nl.ca

For a copy of the distribution policy, contact Glen Ryan at 709-729-2427 gryan@gov.nl.ca

Visitor Information Centres Travel Counsellor Training

Each spring, a training program is conducted to enhance new student Travel Counsellors' knowledge of the province's attractions, services and products. Occasionally, permanent seasonal staff attend regional familiarization tours. Experiencing your product first hand through tours and presentations greatly increases their knowledge of your product, enabling them to transfer this information to our visitors. To promote your product or region to these crucial sales people, there are various opportunities to participate in regional tours and presentations.

For information contact Glen Ryan 709-729-2427 gryan@gov.nl.ca

Tourism "Open Mic" Program

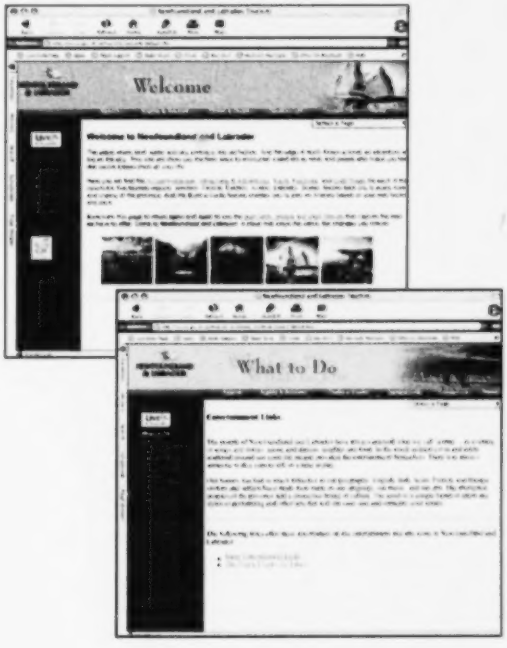
Keep us informed on your tourism product offerings by making a presentation to Newfoundland and Labrador Tourism marketing staff who are in contact with consumers, travel trade professionals and travel media. Help us supply them with current information on new product information and story ideas. We invite tourism operators, regional tourism associations and destination marketing organizations with export-ready products to participate. To participate, reserve the first Wednesday morning of any month to present your product to our marketing staff.

You must reserve at least one month prior. We can assist in reserving audio visual equipment.

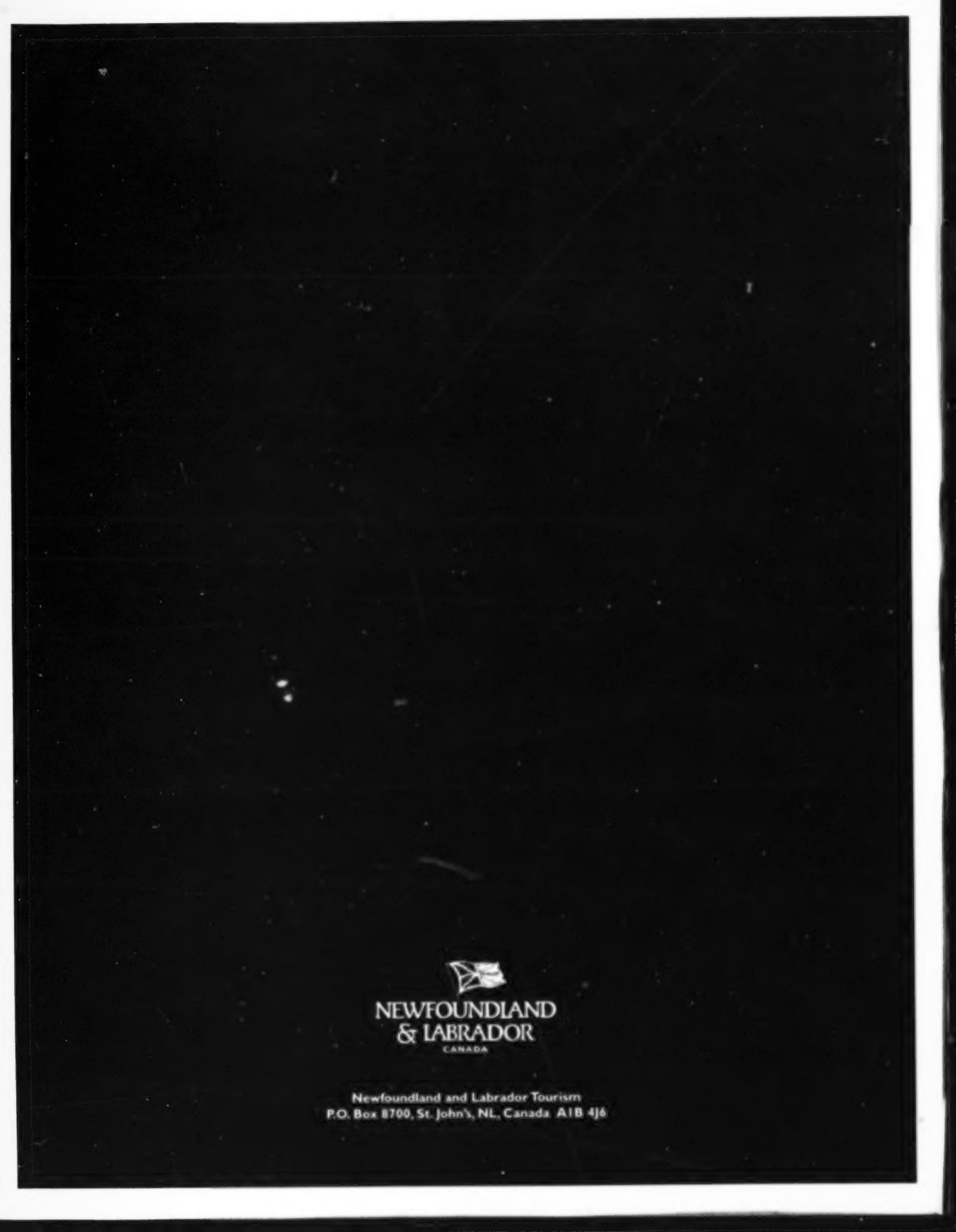
For information contact Shelley Magnússon 709-729-5251 shelleymagnusson@gov.nl.ca

E-newsletters

The e-newsletter is an innovative tool which has won the IABC 2004 Silver Leaf Award in the Communications Tactics category. It was also the recipient of a Hospitality Sales and Marketing Association International (HSMAI) award.



Website



Newfoundland and Labrador Tourism
P.O. Box 8700, St. John's, NL, Canada A1B 4J6